

Smiles for Life National Oral Health Curriculum Report on Trends, User Profile, and Satisfaction

January 1, 2015 – March 31, 2015

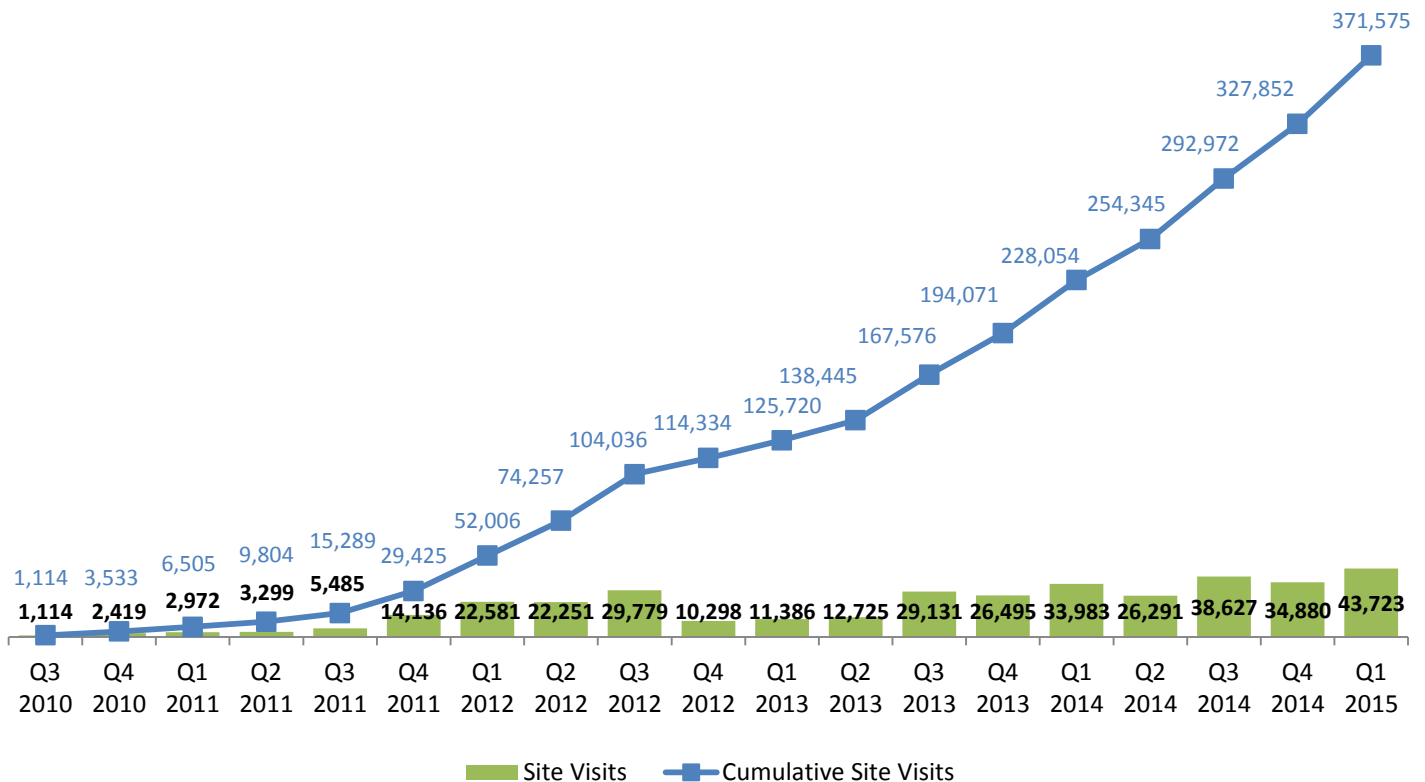
INTRODUCTION

This report provides the utilization statistics for the Smiles for Life Oral Health Curriculum for Quarter 1 (Q1) of 2015 (January 1, 2015 to March 31, 2015). This data is collected from the Smiles for Life website (www.SmilesForLifeOralHealth.org).

DISCRETE SITE VISITS

Since the launch of the site in June 2010, there have been 371,575 discrete site visits.¹ Exhibit 1 shows the number of site visits from Q3 2010 – Q1 2015 (the green bars illustrate the number of site visits in each quarter, and the blue line illustrates the cumulative number of site visits by quarter). Q1 2015 had the largest number of quarterly site visits in the website’s history, with 43,723 site visits.

**Exhibit 1. Discrete Site Visits²
Q3 2010 – Q1 2015 (n=371,575)**



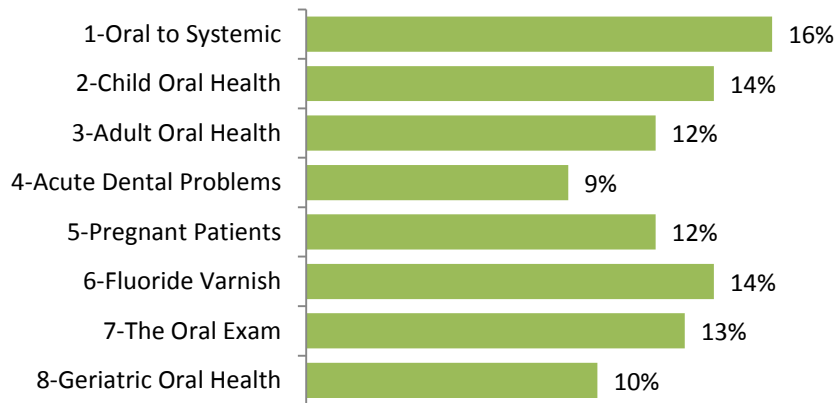
¹ A discrete site visit is defined as a visit to the website, regardless of the number of pages viewed.

² Site visit data may include a small number of search engine inquiries/bots. From July 2012 to May 2013, search engine inquiries/bots were removed from the data, which may account for any decreases in visits during that time.

COURSE COMPLETION FOR CE CREDIT

The total number of courses completed for Continuing Education (CE) credit in Q1 2015 was 10,868 (see Exhibit 2). Course 1 (Oral to Systemic) was the most frequently completed course for CE credit (16%). Course 2 (Child Oral Health) and Course 6 (Fluoride Varnish) were the next most commonly completed courses (both with 14%), followed by Course 7 (The Oral Exam) with 13%.

Exhibit 2. Course Completion for CE Credit
Q1 2015 (percentages are out of the 10,868 courses completed for CE credit by 3,741 users)



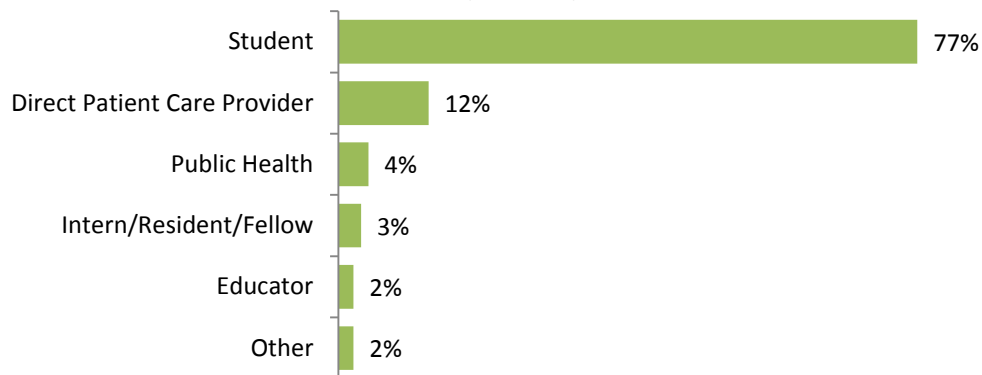
MODULE POWERPOINT DOWNLOAD

Course modules are made available to educators registered on the site. There were 2,093 downloads in Q1 2015, with Module 1 (Oral to Systemic) representing 30% of the total downloads. In addition, Module 2 (Child Oral Health) represented 23% of all downloads, and Module 6 (Fluoride Varnish) represented 13%.

CE REGISTERED USERS BY TRAINING LEVEL

The majority of CE registered users were students (77%). In addition, 12% of CE registered users were direct patient care providers and 4% were in public health.

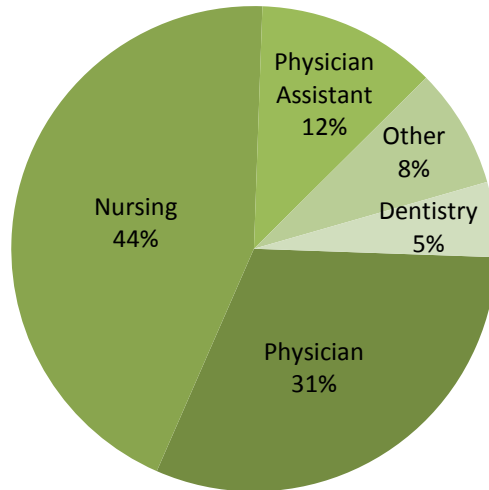
Exhibit 3. CE Registered Users by Training Level
Q1 2015 (n=3,741)



CE REGISTERED USERS IN A PROFESSIONAL SETTING, BY PROFESSION

Exhibit 4 shows the professions of CE registered users who were working in a professional setting (i.e., users who were not students) in Q1 2015.³ The majority of these professionals were Nurses (44%), followed by Physicians (31%) and Physician Assistants (12%). In addition, 8% of professional CE registered users reported another profession (e.g., Medical Assistant, Pharmacist, Nutritionist, Clerk/Lab Tech, etc.).

**Exhibit 4. CE Registered Users in a Professional Setting, by Profession
Q1 2015 (n=856)**



³ In previous quarterly reports, this exhibit included data for both professionals and students. However, in this SFL report and all future reports, it will only display information for those CE registered users who are actually working in a professional setting.

CE REGISTERED USERS BY ORGANIZATION

A total of 3,681 CE registered users reported their organization in Q1 2015. Exhibit 5 provides a list of organizations with more than 30 CE registered users (in order from largest number of users to smallest). With 341 CE registered users, West Virginia University was the organization reported most frequently.

**Exhibit 5. Organizations with More than 30 CE Registered Users
Q1 2015**

Organization	Number of Registered Users
West Virginia University	341
Texas A&M University	184
State University of New York	176
Tufts University	155
University of Florida	137
University of Alabama	122
University of West Florida	117
Northeastern University	111
New York University	101
Wichita State University	95
Duke University	93
Edward Via College of Osteopathic Medicine	85
Northeast Ohio Medical University	78
Touro University	77
University of Colorado	72
Arkansas Department of Health	71
University of Wisconsin	60
Medical University of South Carolina	57
Butler University	47
Oregon Health and Science University	43
Toronto College of Dental Hygiene and Auxiliaries	41
University of Kansas	41
Shenandoah University	40
Western Michigan University	39
Albany Medical College	38
University of Tennessee	37
Vancouver College of Dental Hygiene	37
Harding University	35
University of Michigan	35
University of Toledo	35

CE REGISTERED USERS BY STATE

A total of 3,726 registered users reported their state in Q1 2015. Exhibit 6 provides a list of states with more than 100 CE registered users in Q1 2015 (in order from largest number of total users to smallest), and provides data from the three previous quarters to compare the number of registered users over time. West Virginia was the state reported most frequently in Q1 2015 (n=374), followed by New York (n=360) and Massachusetts (n=289). There was a large increase in the number of users from West Virginia, Massachusetts, Texas, Arkansas, Kansas, and North Carolina from Q4 2014 to Q1 2015.

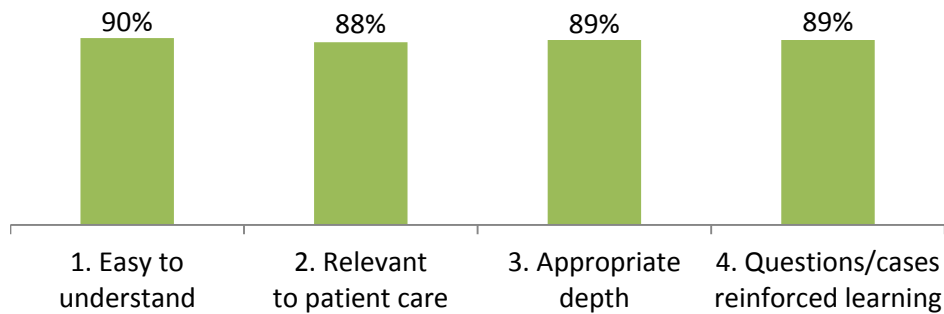
**Exhibit 6. States with More than 100 CE Registered Users
Q1 2015**

State	Q2 2014	Q3 2014	Q4 2014	Q1 2015
West Virginia	104	381	149	374
New York	462	571	504	360
Massachusetts	132	101	59	289
Florida	119	317	266	271
Texas	31	33	89	260
Arkansas	4	36	54	152
Kansas	45	79	9	151
South Carolina	116	63	109	143
California	49	127	150	141
Michigan	119	178	130	140
North Carolina	98	37	38	140
Ohio	98	73	228	133
Alabama	3	6	120	123

USER SURVEY RESULTS

The Smiles for Life Oral Health Curriculum includes a satisfaction survey of seven questions available to each user after completion of a module. Questions 1-4 ask about the ease of use, relevance to patient care, opinion of appropriate depth of material, and whether the content (cases and questions) helps reinforce learning. In Q1 2015, 9,536 SFL course surveys were completed by 3,380 registered users. As shown in Exhibit 7, there were very high levels of satisfaction (approximately 89% agreed or strongly agreed) across all four survey questions. These results are consistent with past quarters.

**Exhibit 7. Survey Results: Questions 1-4 (Strongly Agree and Agree)
Q1 2015 (9,536 surveys were completed by 3,380 registered users)**



Questions 5-7 (open-ended) of the satisfaction survey ask what users liked about the module, how the module could be improved, and what changes they will make in their clinical practice. A sample of representative responses (excluding non-substantive responses) to these open-ended questions in Q1 2015 are provided in Exhibit 8.

**Exhibit 8. Sample of Survey Results: Questions 5-7
Q1 2015**

Question	Sample Responses
5. What did you like about the module?	<p>“I liked that the case studies helped to test my knowledge.”</p> <p>“It gave me a better perspective on how closely dental complications are related to multiple systemic problems.”</p> <p>“The content was easy to read, and I especially liked the videos that demonstrated some of the exams.”</p> <p>“The information was presented using simple and straightforward words.”</p> <p>“I liked that the case study pictures linked to national recommendations.”</p>
6. How could we improve this module?	<p>“I would like to have the ability to enlarge the pictures.”</p> <p>“Add an auditory component. I’m an auditory learner, and it’s difficult for me to learn by reading from a computer.”</p> <p>“Include a summary sentence at the end of each section.”</p> <p>“Add questions throughout the modules to reinforce concepts and learning.”</p> <p>“Provide comparisons between diagnoses that look similar.”</p>
7. What changes will you make to your clinical practices?	<p>“I will collaborate more with other professionals.”</p> <p>“I will spend more time looking at the patient’s mouth and discussing oral health during appointments.”</p> <p>“I will apply fluoride varnish to children who do not have a dental home and are at high risk for developing caries.”</p> <p>“I will refer patients to a dentist more often.”</p> <p>“I will be a better advocate for my elderly patients’ oral hygiene.”</p>

Please feel free to contact Michelle Duval, Harder+Company Community Research, at mduval@harderco.com with any questions regarding this report.